

ST. MARY'S UNIVERSITY COLLEGE
FACULTY OF BUSINESS
DEPARTMENT OF MARKETING MANAGEMENT

AN ASSESSMENT OF SALESMANSHIP PRACTICE WITH REFERENCE TO
ZHONGSHUN CEMENT MANUFACTURING PLC

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JUNE, 2013
SMUC
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**AN ASSESSMENT OF SALESMANSHIP PRACTICE
WITH REFERENCE TO ZHONGSHUN CEMENT
MANUFACTURING PLC**

**A SENIOUR ESSAY SUBMITTED
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Chapter One

Introduction

1.1 Background of the Study

Various literatures has been written in different times and occasions by a number of scholars and writers regarding sales management theories and practices of their marketing programs, among those scholars who wrote about the salesmanship practices and theories relating with the ideas of personal selling, one who put definitions for salesmanship practice is (Sharpie.J,1973) by saying it is the art of successfully persuading prospects or customers to buy products or services from which they can derive suitable benefits, thereby increasing their total satisfaction.

Zhongshun cement manufacturing PLC is one among many foreign investments in Ethiopia which owned by Chinese investor and launched its manufacturing business early before two years in OromiyaregionDukem town. Since the company's business establishment up to now it is trying to contribute for the growing construction and infrastructural development activities through maintaining around 300,000 (three hundred thousand) tons of cement as an average annual production. And for this, more than 200 (two hundred) workers are employed in different positions and these job opportunities offered by the company is contributing for the country's unemployment reduction process as well.

Since this company has been established by foreign and private investor whose prime objective is generating profit through marketing the manufactured cement products appropriately and efficiently. Therefore, the company has been trying to different marketing strategies which believed that considerable strategies of the company might probably achieve its general and specific objectives within shifted its marketing strategy in a way enables it to determining its marketing targets and focusing on having direct market relationships with cement end users in the company's targeted market areas.

Although, the company established its marketing section namely Intercontinental Trading PLC and has employed 20 sales forces including their team leader who have responsibilities of selling and promoting Zhongshun cement on certain target markets, but still the company failed to achieve maintaining the balance between the company's production capacity with its sales

volume under certain conditions. Through conducting this study by descriptive, special assessment on some of the strategies to which are commonly accepted in sales process like prospecting and approach tasks of the company. And their impact on the effectiveness of the company's selling practice methods and techniques.

1.2 Statement of the Problem

A properly design sales compensation plans fits a company's special needs and problems, and from it flows attractive returns for both the company and its sales personnel. Sales and growth goals are reached at low cost and profits are satisfactory. Sales personnel receive high pay as a reward for effective job performance, and esprit de corps is high (Still R. et.al, 2006).

Prospecting is the first step in the selling process. In salesmanship, searching out persons who are in needed of the products and likely to be the probable buyers or potential customers are known as prospecting. Thus, a prospect is the most likely buyers of the product or service that the salesman intends to sell. Therefore, the salesman has to reach out the prospects in order to initiate the selling process. Prospecting is the method of finding out the likely or potential customers. It also includes identifying the potential needs and increasing orders from the existing customers. It is, therefore, the responsibility of the salesman to find out individuals with specific requirement for the product or service; he intends to sell (Sahu&Raut 2003).

Approach is one the important steps in the selling process. It has been rightly said that a sale is won or lost during the interview. In fact , approach influences the prospect to keep their door either open or close , during the first few minutes of the approach , the prospect decides whether he will purchase or not . On the other hand, the sales man is also able to know whether the prospect is really interested in the product or not (Sahu&Raut 2003).

As the current selling activities of Zhongshun cement products mainly relied on the shoulder of its marketing section named Intercontinental Trading PLC which run its sales operations through employed sales forces which expected to narrow the gap between the company's production capacity and sales volume within certain period of time in addition with their responsibility of promoting this product. Although, the current company's selling practice which relatively appropriate to address and create direct relationship with each end users comparing with the

company's earlier sales activities before establishing Intercontinental Trading PLC but still the company is facing challenges on to maintain its sales balance with its production capacity.

1.3 Research Questions

1. To what extent do the sales forces of the company effectively exercise the prospecting stage of the selling process?
2. To what extent do the sales forces of the company effectively exercise the approaching stage of the selling process?
3. What are the existed factors which affect the sales forces in different ways during the approaching stage of selling process?

1.4 Objectives of the Study

1.4.1 General Objectives

The general objective of the study is to make an assessment on the salesmanship practice with reference to Zhongshun cement manufacturing plc.

1.4.2 Specific Objective of the Study

- ^ To identify any measures that has been taking by the company to ensure effective undertakings of prospecting activity.
- ^ To make evaluation on the performance of sales forces' approaching activities.
- ^ To describe the existed factors which affect the approaching activities of the sales force.

1.5 Delimitation of the Study

This study conducted particularly on the prospecting and approaching practices of Intercontinental Trading PLC sales personnel's at different levels of position and responsibilities. The reason why the student researcher sees only prospecting and approaching of the selling process is because off, the sales forces have shown some problems on this stage of the selling

process. Since this company has been planted here in Addis Ababa to be the marketing department of the integral part of the company sales activities, then the study will exclude all activities other than emphasizing on the assessment of company's sales department prospecting and approaching practices through its sales personnel's on different level within the company and its customers as well. The study takes place from the establishment of Zhongshun cement manufacture plc. That is from 2002 E.C to 2005 E.C.

1.6 Significance of the Study

The study improve the company's sales forces prospecting and approaching practices through making a thorough assessment on every sales personnel sealing process at different levels within the company.

Through the findings of this study that conducted, the company be privileged on having alternatives problems resolution ways for its sales and related activities which resulted the company's incompetency of maintaining balance between its sales volumes and production capacity within certain period of time and market conditions.

It pave the way for further research investigation which might be initiated by anybody who be interested on conducting study both on this particular company and any others alike through attempting to ensure availability on some necessary information regarding this company and subject area as an input for future research investigation.

1.7 Research Design and Methodology

1.7.1 Research Design

For undertaking the research the student researcher uses a descriptive research method in order to assess the practice of salesmanship in the company. The reason behind applying a descriptive study is that descriptive research method is capable of answering the research questions. In order to achieve the obtaining of suitable answers to those stated research questions, the student researcher planned to investigate the company's existed sales activities by making an extensive assessment on its sales department that has been running the company's sales and related activities through assigning personnel's on different levels of positions and responsibilities within this department.

1.7.2 Population and Sampling Technique

Since the researcher investigation conducted mainly on Zhongshun sales practice which have been running by the company's marketing section at Intercontinental Trading PLC then all members of this department namely marketing managers on different levels and the entire sales force that counted twenty (20) people including their team leaders and their major sales practices will be the population that this study mainly conduct using census method. Due to large number of customers, it is impossible to make a list of population of the study. So by Malhotra (2006) this study applies non-probability; convenience sampling technique to gather pertinent information from the customer, 200 individuals will be selected conveniently who follows Zhongshun cement regularly.

1.7.3 Types of Data to be Collected

On this study both primary and secondary data were collected. And primary data was the responses of each and every sales personnel and sample responses from customers within the sales department of the company. Also documents which show the list of customer's quantity and identify was used as a secondary data.

1.7.4 Data Gathering Tools

Among all data gathering tools only questionnaire was used as a data gathering tools for this study. Open and closed ended questions were prepared as a questionnaire to collect data from the whole members of sales forces in the department and from sample respondents among customers as well.

1.7.5 Method of Data Analysis

Data that collected through assigned gathering tools was analyzed both qualitatively and quantitatively. In line with this for those quantitative data the student researcher use percentage tool to analyze them and for the qualitative ones, there is a thorough qualitative analysis as appropriate as possible.

1.8 Organization of the Study

The research contains four chapters. Chapter one includes the introduction part of the study, under this there are background of the study, statement of the problem, objective of the study,

significance of the study, delimitation and research design and methodology. Chapter two contains literature review, which is related to the topic. Chapter three is focused on data presentation, analysis and interpretation of the study. Finally chapter four deals with summery, conclusion and recommendation. Each chapter has sub topics.

1.9 Limitation of the Study

Research work requires sufficient time, money and other resources these are the major resources affecting the research work. In this research, unavailability of reference research papers in the area of salesmanship was the major constraint. In addition, power interruption, losing the document because of flash viruses are other obstacles in doing this research work.

Chapter two

Review of Related Literature

2.1 Overview of Salesmanship

Basically, salesmanship is the knack of selling a product or service. It is the art of convincing the customer to buy a given product or service (Sahu&Raut 2003).

Selling is the process of affecting the transfer with a profit to buyer and seller of goods and services that gives them lasting satisfaction that the buyer is predisposed to come back to the seller for more of the same (Schumaker 2002).

According to Davar (2006), the following are some definitions or ways of describing salesmanship;

”salesmanship is the art persuading persons to buy goods or services which will give them lasting satisfaction.”

’selling is a buying process where in the salesman ascertains the customer’s needs and indicates convincingly how the needs can honestly be satisfied through the purchase of goods and services.”

’salesmanship is the art of helping prospect and customers achieve their goals in life.”

’salesmanship is the art of solving the customer’s problems through the benefits offered by the products or services being sold by the salesman.”

Moreover, according to Sahu&Raut (2003), nutshell definitions and essential features; salesmanship is the skill and the ability of a person in convincing the other about the proposition of the goods service so that the latter is automatically induced to desire and buy them at a price which is profitable to both. Salesmanship is the skill of creating an attitude in the mind of the buyer to buy a product or service .as a matter of fact, it is not an effort to sell; it is the skill of creating an attitude in the mind of the buyer to buy a product or service.

2.1.1 Essential Features of Salesmanship

According to Davar (2006), the most important requisites or fundamentals of good salesmanship may be grouped three headlines:

1. The sales personality
2. Knowledge of the goods
3. Knowledge of the customers and their buying motives

1. The sales personality

Hence, according to Davar Sales personality is the total of everything about a salesman which makes its impression upon the customer. Personality can be produced and improved by developing qualities and traits are positive and not negative. Every positive characteristic's has its corresponding negative aspect. For achieving success in the vocation, the positive quantities to be developed in order to increase and improve the salesman's personality are: fact, courtesy, kindness, courage, confidence, honesty, un-selfishness, loyalty, cheerfulness, and good health. The corresponding negative qualities which should be avoided would be: indiscretion, discourage, harshness, cowardice, fear, dishonesty, selfishness, disloyalty, gloominess, and ill-health.

2. Knowledge of the goods

The importance of product knowledge has been explained as follows; "if the salesman acquires product knowledge, he will be able to answer questions raised by his customer. Even a single question answered is sufficient to create a doubt in the mind of his customer with goods that suit him. He also be able to make the proper appeal to the appropriate buying motives and will never be at a loss for powerful talking points".

3. Knowledge of the customer and their buying motives

People buy an article as a result of certain mental and economic forces creating desires or wants which they can be satisfied by the articles presented by the salesman. By the term "buying motives" is meant the feelings, thought, emotions and instincts which arose in the customer a

desire to buy an article. A person buys not because he has been persuaded into doing so but because his desire has been aroused and he wants to possess the article concerned. This desire is based on some instinct or buying motives. Thus, in selling a salesman has first to arouse favorable attention, then interest, and finally the desire to purchase the article. Psychologists maintain that a person does something as a result of some motive in his life or thinking. A person who falls overboard tries to save himself from drowning because of the instinctive desire to live. These instinctive desires are the most potent motives which induce a person to respond favorably to the ideas persuaded by the salesman and eventually result in a sale.

However, according to Sahu & Raut (2003), if we closely observe the above definitions, we find certain essential features of salesmanship. They can be enumerated as follows:

Above all, according to Davar (2006), a salesman should strive to improve his personality for advancement in the profession. Knowledge of the goods, of the channels of distribution and of the customer are no doubt very necessary to the salesman but the power and driving force which makes the machine in selling is the salesman's "personality". And he also classifies it as follows:

Salesmanship is the ability to persuade

Persons involved in the selling process usually possess the necessary skill and ability to convince others. Salesmanship essentially involves the ability to influence or persuade people to buy a product or service. In fact, persuasion is the soul of modern salesmanship. Gone are the days when a sale was forced on the customers. Modern salesmanship does not rely on pressure tactics or compulsion to clinch a sale. The customer is led to a favorable buying decision through careful and imaginative. The salesman necessarily creates a favorable impression on the prospective buyer's mind by presenting the benefits associated with product or service being offered for sale.

Salesmanship benefits both the buyer and seller

Salesmanship is founded on the rock of mutual benefit. Since the salesman is the link between the seller and the buyer, it is always ensured that both the parties involved in the selling process are benefited. He ascertains that his employer (the seller) earns profit out of the sale and the

customer derives the desired benefits out of the purchase. Thus, salesmanship is beneficial to both consumers and producers.

Salesmanship stands for commercial honesty

Ideal salesmanship necessarily depends on the principal that honesty is the best policy. Unlike the earlier concept of fraudulent transaction, modern salesmanship operates on the principal of commercial honesty. Today's salesman seldom resorts to duping or cheating customers in the selling process because it can never create permanent customers. A good salesman rather guides the customers in buying goods or services which provides utmost satisfaction and value for the money spent by them.

Salesmanship aims at winning the buyer's confidence

Modern salesmanship usually does not employ dubious methods to influence buyers. On the contrary, it always aims at winning the confidence of the buyers by persuading and educating them about the availability of products and service, their special features and their utility in satisfying their respective needs.

Ideal salesmanship aims at serving the producers, distributor and consumer

The salesman helps the producers in disposing of their goods at a profit. The manufacturer usually produces in large scale in anticipation of demand. In the world of stiff market competition, salesmen facilitate sales at a profit. For the distributor, the salesman makes the distribution process smooth and easy by creating, maintaining and extending sales. Above all, the salesman guides the consumer in the proper and wise selection of product or service. Thus, modern salesmanship looks after the respective interests of the producers, distributor and consumers in the sales process.

Salesman acts as a link between the seller and the consumer

Salesman always acts as a link between the seller and the buyer. He ascertains that the seller makes profit as a result of the sale and the customer also derives benefits by purchasing the goods or service offered.

Salesmanship in an inductive process

Salesmanship not only sells products or services but also educates people about their needs as well as the way in which they could satisfy those needs. Salesman performs the function of educating the customers about their needs and the satisfaction there of through the purchase of goods and services.

Salesmanship creates satisfied customers

Salesmanship in modern days aims at creating satisfied customers, rather than just profit-generating sales. In any marketing transaction, a sale once made would indicate the end of the process. However, once there is a satisfied customer, it is the beginning of a long lasting relationship which can create many more sales in futures. Therefore, modern salesmanship always aims at creating satisfied customers who will most likely purchase his goods services as when necessary.

2.2 Selling Job and Salesman

The work of a salesman can best be described by the single word 'service' that is, helping the customers to get the most for the money he spends. In salesman is one who devotes his time and uses his ability to solve a prospect's problem. By this, he not only satisfies the customer but also builds up lasting friendship with him (Davar 2006).

There are several methods of classifying the salesman's job. The most popular forms of classification can be creative salesmanship, competitive salesmanship and counter salesmanship (Sahu&Raut 2003).

Sales personnel serve as a company's link to its customers. The sales rep is the company to many of its customers and it is the rep that brings back to the company much-needed information about the customer (Kotler 2002).

According to Sahu&Raut (2003), the responsibility of the present day salesman is no more confined to merely execution of customers' orders but creates and sustains demand for products and services. Hence, the modern day salesmen are termed as creative salesmen.

Moreover, according to Davar (2006), creative salesmanship may be defined as that of educating the public resulting in their desire, to demand new goods, or service leading to improvement in civilized society. Salesmanship, by being applied to good ends, can be creative. Conversely, if it is put to use for questionable motives, it may be destructive. The salesman who sells unsuitable or worthless articles will be exposed sooner than later.

However according to Kotler(2002), effective sales people are trained in the methods of analysis and customer management, as well as, the art of sales professionalism. No approach works best in all circumstances, but most trainers agree that selling is a seven-step process: prospecting and qualifying customers, pre-approach, approach, presentation, and demonstration, overcoming objection, closing, and follow-up and maintenance.

Above all, creative salesmanship requires adequate technical knowledge of the product in the salesman. The more he knows about the product, the more appeals or benefits for the customer will the salesman are able to think up creatively. This means that the salesman who work harder will make determine to a large extent how creatively he has organized such knowledge in his sales talk and presentation. Basically, the salesman has to sell the “need” for his product to the custom of creative thinking on the salesman’s part and requires imagination and resource fullness. It consists of making the customer realize the need through dramatizing if were required , arousing his curiosity , making him buy more in his interest and above all making him buy now (Davar, 2006).

Moreover, another aspect of selling is negotiation, the art of arriving at transaction terms that satisfy both parties. A third aspect is relationship marketing, which focuses on developing long - term, mutually beneficial relationships between two parties (Kotler 2002).

2.2.1 Psychology in Selling

Human psychology plays an important role in selling. As the selling process and salesmanship deals with human beings, it becomes necessary to know and understanding the human psychology in relation to buying. A study of the customers mind is always useful for successful selling, or else, human needs cannot be converted into 'wants. Every sale and dislike of the customer, what appeals to him most and what type of person he is. By knowing these things, the salesman can feel comfortable while selling. There, the knowledge and

efficient understanding of the human psychology is considered to be an asset for the salesman. Depending upon the value of the deal, the salesman has to judge the psychology of the in creative selling. This is so because creative selling requires arousing the desire in the minds of the customers to buy, and thereby create more and customers. Therefore it is highly essential to study their minds, otherwise known as the psychology of the customers (Sahu&Raut, 2003).

psychology is the science which analysis and classifies the varying states of the human mind in his day-to-day contacts the salesman meets various types of persons with different requirements and reactions and every time he approaches a prospects he should size up diagnose the prospect . Psychology plays an important part in salesmanship whether salesmanship be personal or impersonal (e.g., advertising -popularly describe as' salesmanship on paper'). In both these types of salesmanship, the final object is a must for a salesman. The salesman's best asset is knowledge of human nature as it is only through adequate knowledge and appreciation of the role of psychology in selling that a salesman can establish good human relations with his customers (Davar, 2006).

According to Davar (2006), psychology plays a crucial role in selling. The mind of the customer must be properly attuned or brought into proper agreement to bring about sale.

Since personal selling requires an understanding of human behavior, each salesperson must be concerned with a prospective customer's motivations, perceptions, learning, attitudes, and personality. Further, the salesperson should know how each type of behavior might influence a customer's purchase decision (Futrell, 2005).

Psychology speaking, salesmanship is persuasion which motivates feelings to action or evidence which convinces reason and judgment. Salesmanship may also be described as the ability or power to convince persons into buying at mutual profit goods which the salesman has but which the prospect may not even have thought of purchasing until brought to his attention. (Davar, 2006)

Moreover, according to Davar (2006), the sale thus takes place in the mind of the customer. The sale is affected only if the prospect is convinced in his own mind that it will be beneficial for him to make the purchase in the act of purchase, the customers mind goes through a number of mental stages and the number of types of such mental stages varies according to the prospect

concerned. For example, some of the mental stages through which the customers mind normally passes would be: attention, interest aroused, knowledge increased, adjustment to requirements, consideration of suitability of the article, desire to possess the article concerned, consideration of the price and the reaction point, i.e. the moment when the prospect makes up his mind whether to purchase or not to purchase the article.

2.3. Salesman Responsibility

According to Sahu&Raut (2004), the selling process refers to a sequential or series of actions undertaken by the salesman to convert a prospect into customer. According to Pillai&Bagavathi (2005), the sales people to do the assigned duty. Sales people with his experience must supply information in order to solve problems relating to product or to the firm. Moreover, he must maintain a good relation with customers. In addition, must develop a good will for and the products.

1. Prospecting

According to Sahu&Raut(2004), a prospect is the most likely buyer of the product or service that salesman intends to sell. Therefore, the sales man has to search out the prospects in order to initiate the selling process. It is therefore, the responsibility of the salesman to find out individuals with specific requirement for the product or service, he intends to sell. Their needs are to be converted into wants and transformed in to purchases of products and services. The other author Sherlekar (2004) stated that a prospect means a probable buyer the one who brings prospects to the sellers business. Located potential customers have to be qualified, i.e. they must have need, purchase power, inclination to buy and buying authority or power. According to Wood(2008) based on earlier segmentation and targeting decisions management identifies the audience for personal selling activities and determines how prospects will be qualified for sales contact.

Based on what the authors described salesmanship focuses on developing a list of prospects. Both internal and external sources can be used to prospect to searching out potential customers.

2. Pre-approach

According to Sherlekar (2004), on the basis of adequate information of the customer's wants and desire, salesman can prepare his plan of sales presentation or interview. The sales presentation must match to the needs of the individual prospect. The other authors Sahu&Raut (2004), pin pointed that getting more detailed information about the potential buyers. At the pre-approach stage ,the salesman tries to collect some more information in addition to the back ground information gathered at prospecting stage such additional information about the prospective customers includes their needs , habits , preferences , nature ,behavior economic status , and so on, these are the important information about the prospect which significantly influence their buying behavior.

As mentioned by the authors, good sales person attempts to know his /her prospect well. Sales person want to know something about the buyers company, the buyers specific product needs, and what brands are currently being used. The more know about the prospect, the easier it is to sell to them. Knowing about a prospect needs also makes the person more credible in the eyes of the buyer

3. Approach

According Sahu&Raut (2004), when the salesman personally meets the prospects face to face, he is in a position to understand the prospect better. The salesman at this stage gets sample opportunity and enough time to arouse interest and desire of the prospects in the products or service he intends to sell. The salesman, at this stage tries his level best to convince the prospect in favor of the product and win his confidence .the approach consists of two stages one is the attempt to secure an interview and other is the real approach of the actual interview with the prospect. The other author Sherlekar (2004) indicated that the approach consists of the two major parts obtaining an interview, and the first contact. The salesman may use various means of obtaining an interview .the salesman must be able to attract the prospects attention and get him interested in the product .it is very important to avoid being dismissed before he can present his product.

Based on the authors, an approach is the actual contact the sales professional has with the prospect. This is the point of the selling process where the sales professional meets and greets the

prospects, provides an introduction, establishes rapport that sets the foundation of the relationship, and asks open-ended.

4. Presentation and Demonstration

According to Sherlekar(2004), sales presentation should be clear, concise to the point and positive. After explaining the product characteristics and expected benefits, the salesman should find out customers reaction and objections. The prospects can be convinced about the benefits ,expected performance and services of product.it must complete ;that means ,it must cover every point which is likely to influence the prospect ,it must be clear, and should leave no misunderstanding or vagueness in the prospects mind. The other author's Sahu&Raut (2004), mentioned that effective presentation is highly essential in selling goods because generally customers come to a counter attracted by the goods displayed in the window of the shop proper presentation of goods is important in creating and holding the interest of the consumer for the products. An effective presentation helps such people to become aware of their needs in specific term and precise manner. Demonstration enables the salesman to show specific features of the product or service more closely which cannot be presented orally.

As discussed by the authors, during the presentation step, the sales person has a vital job. She/he has to tell the prospect the product story and highlight the benefit of the product. A good salesperson has to convince prospects that the product is special and will provide important benefits.

5. Overcoming Objection

According to Sahu&Raut(2004), objection are the feelings of about the purchase. It is approval and usually raised by the prospects. Once objection is raised, it indicates that prospect is undecided about the purchase.it is the study of the prospect which gives birth to objections. The other author's Sherlekar (2004) suggested that prospect will always try to resist a sale by raising arguments for not take place. A sales man must always welcome objections. The clever salesman will remove it tactfully without arguing with the customer. Based on the authors, it is important to anticipate and prepare counter arguments for any objections could be that salesperson might note that the product actually saves the company money in the long run and is therefore quite reasonably priced.

6. Closing the Sales

According to Sahu&Raut (2004), closing the sales is nothing but making the prospect say “yes” to the sales man’s proposition. The objective of closing the sales is to persuade the prospect that he or she should act now and not later, usually in favor of the sales proposition. In other words, it aims at converting a desire into a demand by convincing the prospect in favor of the purchase. If the salesman succeeds in drawing the curtains down at the stage of closing he is considered efficient. Successful closing, as a matter of fact, provides the tangible results of sales propositions. The other author Sherlekar (2004) indicated that the salesman must watch for every sign which indicated that the prospect is willing to buy, and apply the close. He must also remember that the initiative must come from him. He cannot wait for the customer to ask the product. A sale is never complete until the product is finally in the hands of a satisfied user. Salesman alone assures such completion of sale.

The authors indicated that, the sales person trying to get the order. The sales person asks the prospect to buy the product. One common approach to assume that the prospect does want to buy the product and to ask “when he/she want it to be delivered”? Or “how many they want?” therefore, closing the sales is the most important and crucial stages from the point of the business.

7. Follow -up

The sales man should contact the customer frequently to maintain his good will and smooth over any post purchase problem. The follow-up is a good source of feedback to the salesman. A sale is made not in the mind of the buyer. Sherlekar(2004). The other authors Sahu&Raut (2004), indicated that after order is received, it is the best interest of everyone involved for the sales person to follow-up with the prospect to make sure the product was receive in the proper condition, at the right time installed properly, proper trading delivered and that the entire process was acceptable to the customer. This is a crucial step in creating customer satisfaction and building long-term relationships with customers. If there is no proper follow-up, a once-satisfied customer may very well become dissatisfied.

As mentioned by authors, to ensure customer’s satisfaction, sale people need to always follow-up after making a sale. A good sales person follows up and ensures that everything went well. Was

the product delivered on time? Is the customer satisfied? Was there any problems? By demonstrating that you care about customers, sales people will increase the chances recommend the company to other. Marketing is all about customer satisfaction and following up is necessary to determine whether or not the customers are satisfied.

2.4 Overview of Prospecting

Prospecting is a word commonly used in mining. When some kind of underground resources are scared for, it is known as prospecting. In salesmanship too, the term prospecting is most commonly used with identical meaning. Prospecting is the first step in the selling process. In salesmanship, searching out persons who are in needed of the products and likely to be the probable buyers or potential customers are known as prospecting. Thus a prospect is the most likely buyers of the product or service that the salesman intends to sell. Therefore, the salesman has to search out the prospects in order to initiate the selling process. It also includes identifying the potential needs and increasing orders from the existing customers. It is, therefore, the responsibility of the salesman to find out individuals with specific requirements for the product or service, he intends to sell. Their needs are to be converted to wants and transformed into purchases of products and services (Sahu&Raut, 2003).

Moreover according to Futrell (2005) prospecting, like othersalesactivities, is a skill that can be constantly improved by dedicated sales persons. Some sales people charge themselves with finding x number of prospects per week. Indeed, Burroughs corps'. (A large manufacturer of computers and other types of business equipment) asks its sales force to allocate a portion of each working day to finding and contacting several new prospects. A successful sales person continually evaluates prospecting methods, comparing results and records with the mode of prospecting used, in pursuit of a prospecting strategy that will result in the most effective contact rate.

2.4.1 Methods of Prospecting

As Futrell (2005) Sources of prospects can be many and varied or few and similar, depending on the service or product provided by the salesperson. Basically, these sources can be categorized as follows:

*Personal acquaintances

*Bird dogs who are people who know about area residents, such as a real estate

Salesperson, bank clerk, gas station attendant

*Newspaper leads

*Old accounts

According to (Kotler 2002) the first step in the selling is to identify and qualify prospects. Historically, most companies left it to their sales people to find leads. Now, however, more companies are taking responsibility for finding and qualifying leads so that the salespeople can use their expensive time doing what they can do best selling. Companies can generate leads in the following ways:

Examining data sources (newspapers, directories, card rooms) in search of names, firms can acquire company and industry information from commercial list vendors such as Dun and Brad Street, R.L., and TRW.

*Putting up booth at trade shows to encourage drop-buys.

*Inviting current customers to suggest the names of prospects.

*Cultivating other referral sources, such as suppliers, dealers, non-competing sales representatives, bankers, and trade association executives.

*Contacting organizations and writing activities that will draw attention.

*Engaging in speaking and writing activities that will draw attention.

*Using the telephone, mail, and the internet to find leads.

*Dropping in unannounced on various offices (cold canvassing).

Companies can then qualify the leads by contacting them by mail or phone to assess their level of interest and financial capacity. The leads can be categorized as hot prospects, warm prospects with the hot prospects turned over to the field sales force and the warm prospects turned over to

the telemarketing unit for follow - up .even then, it usually takes about four calls on a prospect to consummate business transaction.

Moreover according to (Davar2006), the following are some of the important employed for prospecting or for obtaining the important list of likely customers or prospects, namely:

Canvassing or Cold-Turkey Calling - the “canvassing “or as is, popularly known in America, “cold-turkey calling” is also resorted to by sales to increase the number of their prospects. Salesmen who do not like the expression “cold-turkey” refer to such calls “new account class”. This type of selling depends more upon calling on person at random than upon prospecting. It gives the salesman very valuable experience.

Endless Chain or Family Tree Method-another method of increasing the number of prospect is called the “endless chain method”. This is a very useful method for securing new customers. In this method, when a salesmen interview anyone, he would secure from information about at least one prospect.

Center-of-Influence Method-in the “center-of-influence method,” the salesman consults influential persons in his locality or community such as attorney’s minister’s bankers doctors teachers, club officials and important heads of business organization. Such persons have many friends and acquaintances that may turn out to finding lies in the fact that recommendations of influential persons carry considerable weight the prospective buyer.

Miscellaneous Method-there is other miscellaneous methods of prospecting. For example, the salesman may obtain names of prospect at exhibitions and fairs. The other prospecting methods include inquiring on the telephone, sending of a circular letter enclosing a return card and studying advertisement in newspapers.

Generally according to Futrell (2005) the actual method by which a salesperson obtains prospects may vary. Several of the more popular prospecting methods, are:

The Canvas Method- is based on the law of averages. For example, if past experience reveals that 1 person out of 10 will buy a product, then 50 sales calls could result in five sales. Thus the sales person contacts as many leads as possible, recognizing that a certain percentage of people approached will buy. There is normally no knowledge about the individual or business called on. This form of prospecting relies solely on the volume of cold calls made.

The Endless Chain Referral Method- after every sale (or contact with a person), the salesperson asks in the customer for a list of several friends who might also be interested in the product. The salesperson then approaches these prospects, attempt to sell to them and asks them for the names of potential prospects.

Exhibitions and Demonstrations- frequently take place at trade shows and other types of special interest gatherings. Many times, related firms will sponsor a booth at such shows, and staff it with one or more salespeople. As people walk up to the booth to examine the products, a salesperson has only a few minutes to qualify leads. Get their names and addresses so as to later contact them at their home or offices for demonstrations.

Center of Influence Method- involves finding and cultivating people in a community or territory who are willing to cooperate in helping to find a community or territory who are willing to cooperate in helping to find prospects. They typically have a particular position that gives them some form of influence over other people, as information that allows the salesperson to identify good prospects.

Direct Mail- in cases where there are a large number of prospects for a product, direct mail can sometimes be effectively used to contact individuals and business. Direct mail advertisements have the advantage of contacting large number of people, who may be spread across an extended geographic area, at a relatively low cost as compared to using sales people.

Telephone Prospecting- to contact a large number of prospects across a vast area can be far less costly than the use of a canvassing sales force, though this method is usually more costly than mail outs.

Telemarketing-telemarketing is a marketing communication system using telecommunication technology and trained personal to conduct planned, measureable marketing activities directed at targeted groups of consumers.

Observation Method- a salesperson can often find prospects by constantly watching what is happening in the sales area -the observation method. Office furniture, computer and campier salespeople look for new business construction in their territories. No matter what prospecting method used, it is always important to keep your eyes and ears open for information on who needs your product.

2.5 Over View of Approach

The salesperson should know how to greet the buyer to get the relationship off to a good start. The salesperson might consider wearing clothes similar to what buyers wear (for instance, in California, office clothing is more casual than in Washington, Dc); show courtesy and attention to the buyer; and avoid distracting mannerism, such as staring at customer. The opening line should be positive; for example, “Mr. Smith, I am Alice Jones from the ABC Company. My Company and I appreciate your willingness to see me. I will do my best to make this visit profitable and worthwhile for you and your company.” This opening line might be followed by key questions and active listening to understand the buyer’s needs (Kotler, 2002).

According to Sahu and Raut (2003), the term “approach”, means- meeting the prospect in person by the salesman. At this stage of the selling process, the salesman directly comes in contact with the prospect. When the salesman personally meets the prospect face-to-face, he is in a position to understand the prospect better. Approach is an important step in the selling process. The sales man at this stage gets ample opportunity and enough time to attract attention to arouse interest and desire of the prospect in the products or services he intends to sell .the salesman, at this stage tries his level best to convince the prospect in favor of the product and win his confidence. The approach consists of two stages. One is the attempt to secure an interview and the other is the real approach of the actual interview with the prospect.

2.5.1 Types of Approach

According to Davar (2006) different of approach are used salesmen when they come first contact with the customer. Some of these are mentioned below:

1. **The Introductory Approach-** the commonest way a travelling salesman approach is to use as his introductory sentence the remark “good morning, Mr. prospect, I am Mr. , salesman representing the funny product company”. This type of approach actually places him immediately at a disadvantage as the customer is really not interested either in the salesman or the company represented by the salesman. In case the salesman is representing a well-known company, this approach may help but there are more effective ways of commencing an interview.
2. **The Curiosity Approach-**here the salesman tries to appeal to the curiosity instinct of the prospect and thereby get his immediate attention. for example, the salesmen may send in his business card with a small sentence scribbled at the back such as “could you give me ten minutes of your valuable time as I would like your advice on a business problem?” this might arouse the curiosity of the prospect .however, when it is a device used as a trick, it can result in the negative effected of the prospect getting annoyed.
3. **The Product Approach-** in this approach the salesman places product immediately in the hands of the prospect. The product he places generally is one of his most popular items. However, when the prospect does not like the product so presented, he would retaliate by saying “what others products do you have to offer? “The advantage of this approach his that generally prospect like to see and examine products.
4. **The Consumer-Benefit Approach-**the best method of approaching would perhaps be to work out the benefit the particular prospect can get by purchasing the salesman’s product and then starting with a sentence indicating the benefit offered.for example, the salesman might start, “would you like to cut down your office costs by 10 percent?” In this way, a benefit is immediately offered and then in the course of further sales talk and presentation the prospect shown how he gets this saving in costs .this of course requires some spade work will before actually coming face to face with the customer. The extra work will prove worthwhile as it will make it easier for the salesman to sell to particular prospect.

Chapter Three

Data Presentation, Analysis, and Interpretation

This chapter deals with presentation, analysis and interpretation of the study based on the data gathered from the respondents; customers and sales forces of Intercontinental Trading P.L.C. all data were obtained through questionnaire which consisted both closed and openended questions.

Due to the large number of customers which were considered as a target population, 200 customers were selected as a sample respondents using convenience sampling technique according to Malutra's sampling technique for large number of population which might not be easy to count. Out of 200 questionnaires distributed to customers 150 of them are filled out and returned and from the sales forces only 15 questionnaires were filled out and returned out of 20 sales forces.

The data obtained from customers and sales forces were summarized using descriptive statistics where by the raw data is computed in percentage and the summarized data then interpreted through applying descriptive analysis method by using tables. Finally, critical analysis is made to demonstrate implications of the findings.

3.1. General Characteristics of Respondents

Table1:Background of Employees and Customers

Table one in the next page depicts the general characteristics of respondents (sales forces and customers), which include their age, gender, and educational qualification.

Table 1:General Characteristics of the Respondents

| Item | Questions | Respondents | | | |
|------|---------------------------|-------------|------------|------------|------------|
| | | Employees | | Customers | |
| | | No | %age | No | % age |
| 1 | Gender | | | | |
| | A. Male | 15 | 100 | 127 | 84 |
| | B. Female | - | - | 23 | 16 |
| | Total | 15 | 100 | 150 | 100 |
| 2 | Age | | | | |
| | A. 18-25 | 3 | 20 | 2 | 2 |
| | B. 25-35 | 6 | 40 | 38 | 25 |
| | C. 35-45 | 3 | 20 | 58 | 38 |
| | D. 45-55 | 3 | 20 | 44 | 29 |
| | E. Above 55 | - | - | 8 | 6 |
| | Total | 15 | 100 | 150 | 100 |
| 3 | Educational level | | | | |
| | A. Primary level complete | - | - | 15 | 10 |
| | B. High school complete | 2 | 13.3 | 22 | 14. |
| | C. 10+2(certificate) | 4 | 26.7 | 35 | 23 |
| | D. 10+3(diploma) | 7 | 46.7 | 43 | 28 |
| | E. BA/BSC | 2 | 13.3 | 27 | 18 |
| | F. Above BA/BSC | - | - | 8 | 5 |
| | Total | 15 | 100 | 150 | 100 |

Based on item 1 of table 1 above the student researcher observed that 15(100%) of the company's employees were male. In the same item customers which account 127(84%) are male and 23(15%) were female. The student researcher observed that the majority of the company's customers and all of the employees constructed with a great number of males. And this shows that the company is not considering female members of its sales staff currently and weak participation of female within the cement market as well.

According to item 2 of table 1 in the previous page, which shows that, 3(20%) of the companies workers were categorized within the age range of 18-25 years, 6 (40%) of the employees were categorized within the age range of 25-35, 3(20%) are within 35-45 and 3(20%) are categorized within (45-55) age range.

Within item 2, age distribution from total of 150 customer respondents the following data are gathered 2(1.8%) were grouped in the age range of 18-25 age category 38(25%) grouped between 25 - 35 age 58(38%) respondent age category of 35-45, 44(29%) are from 45- 55 the remaining 8(5%) are category above 55. Considering this data student researcher observed that out of the whole employees, the large portion of age group covered is between 25- 35 which are youth and active society. And from customer the large group covered 35-45 which are matured and have social knowledge.

With respect to Item3 of table 1 in the previous page which presented educational level of employees and customers respectively. There are no employees who only completed primary level. 2(13%) are high school complete, 4(26%) are 10+2 level, 7(46%) are 10+3 level 2(13%) of employees are BA degree holders, and none of the employees have reached to the educational level above BA degree. When we look of the educational level of customers, 15(10%) of them are primary level complete, 22(14%) are high school complete, 35(23%) are on 10+2 level, 43(28%) are 10+3 level, 27 (18%) of them are BA/BSC Degree holders and 8(5%) of them are above BA/BSC degree holders out of the whole customers of sample respondents.

Based on the above data presented student researcher analyzed and interpreted that majority of the employees have 10+2 and 10+3 educational level and on the customers count, though these two educational level which largely amounted who have BA/BSC degree are significant and even there are some customers who are above this level as well, there is material incompatibility on educational level between the employees and customers that implies the need for further staff improvement and up grading employees educational level to maintain skilled staff members that are compatible with customers level.

Table 2: Measuring the Quality of Approaching

| Item | Questions | Respondents employees | |
|------|--|-----------------------|------------|
| | | No | %age |
| 1 | How do you measure the quality of your approach on selling service according to the feedbacks from customers and prospects? | | |
| | A. Very good | 2 | 13 |
| | B. Good | 5 | 33 |
| | C. Average | 6 | 40 |
| | D. Bad | 2 | 13 |
| | E. Very bad | - | - |
| | Total | 15 | 100 |
| 2 | Have you ever received any suggestions or comments from customers and/or prospects regarding your approach on selling process? | | |
| | A. Yes | 7 | 46 |
| | B. No | 3 | 20 |
| | C. Sometimes | 4 | 26 |
| | D. I don't know | 1 | 6 |
| | Total | 15 | 100 |

The above table2 indicates that 2(13%) of respondents from the total of 15 employees measured their quality of their approach as a Very good standard, 5(33%) of them as Good, 6(40%) as an Average, and 2(13%) of them said Bad their approach quality on selling service according to customers and prospects feedbacks. Therefore the student researcher can say that there is good sales approaching mechanism within the company in a way that enable the sales forces get the attention of customers and prospects.

Based on the same table item 2, 7(46%) of employees said yes they have received suggestions or comments from customers and/or prospects regarding their sales approach, 3(20%) said no that they never received any suggestions or comments from customers and/or prospects on the same

regard. The remaining 4(26%) and 1(6%) of said sometimes and I don't know respectively. From these, we can understand that attention has been given to the suggestions or comments of customers and prospects by the company to make evaluation and adjustments as a result on its sales approach and similar sales activities. Hence, there is optimally qualified sales approach activities' running within this company.

Table 3: Effects of Sales Personnel's Approaching Quality

| Item | Questions | Respondents (Customers) | |
|------|--|----------------------------|------------|
| | | No | %age |
| 1 | Have you ever been approached by Zhongshun Cement Sales Personnel's? | | |
| | A. Yes | 121 | 80 |
| | B. No | 12 | 8 |
| | C. I don't remember | 17 | 11 |
| | Total | 150 | 100 |
| 2 | Have do you measure, Zhongshun's Sales Personnel's approaching performance comparing with other company's sales personnel's? | | |
| | A. Very good | 14 | 9 |
| | B. Good | 61 | 40 |
| | C. Average | 52 | 34 |
| | D. Bad | 11 | 7 |
| | E. Very bad | 12 | 8 |
| | Total | 150 | 100 |

Based on the above table 3, (item 1) customers responded whether they have ever been approached by Zhongshun Cement Sales Personnel's, 121(80%) of them said yes, 12(8%) said No, and the remaining 17(11%) said I don't remember. Therefore, the student researcher can say that most of the customers among the entire customer population as a sample respondents have been approached by Zhongshun Cement Sales Personnel's. Hence, we can understand that the

company's sales personnel's are performing well on addressing customers and also this might shows that they have managed their approaching in a way that can probably be remembered by customers as it can be seen from the above data collected.

According to item 2 of table 3 in the previous page, customers responded for the question, "measure Zhongshun's Sales Personnel's approaching performance comparing with other company's sales personnel's", 14(9%) of them said Very good, 61(40%) said Good, 52(34%) said Average and the remaining 11(7%) and 12(2%) of them said bad and very bad respectively. From this we can clearly see that half of the customers responded on Zhongshun Sales Personnel's approaching performance is better comparing with other company's sales personnel's by saying "Very good" and "Good". And despite that fact that there are customers who gave their response by saying "Average", but only some customer respondents said "bad" and "very bad". Therefore, the student researcher concluded that Zhongshun's Sales Personnel's' approaching performance is sufficiently competitive influencing customers' purchasing decision positively with relative to their competitors.

Table 4: Personnel Selling Professionals

| Item | Questions | Respondents (Employees) | |
|------|---|----------------------------|------------|
| | | No | %age |
| 1 | For how long you have worked as a sales person including your time within this company? | | |
| | A. 0 - 1 years | 5 | 33 |
| | B. 1 - 2 years | 4 | 26 |
| | C. 2 - 3 years | 4 | 26 |
| | D. 3 - 5 years | 1 | 6 |
| | E. More than 5 years | 1 | 6 |
| | Total | 15 | 100 |
| 2 | Is there any training and development program to the sales force to upgrade the knowledge and skill in personnel selling? | | |
| | A. Yes | 4 | 26 |
| | B. No | 3 | 20 |
| | C. Sometimes | 3 | 20 |
| | D. I don't know | 5 | 33 |
| | Total | 15 | 100 |

Based on the previous page table 4, (Item 1) the student researcher observed that among the total employee respondents, 5(33%) of them have worked as a sales person for 0 - 1 year period of time including their time within this company, 4(26%) for 1 - 2 years, 4(26%) for 2 - 3 years, 1(6%) for 3 - 5 years, and the remaining 1(6%) have worked as a sales person for more than 5 years including their time within this company. From this we can understand that most of the employees have worked as a sales person for a period of time that ranged from 0 up to 3 years and only two employees have worked as a sales person for 3 and more years. Accordingly, the student researcher conclude that there is insufficiency of having work experience among these employees and the company needs to apply compensating measures to fill this gap.

Item 2 of the same table in the previous page reveals employees' response for the question, "is there any training and development program to the sales force to upgrade the knowledge and skill in personnel selling", 4(26%) of them said Yes, 3(20%) said No, 3(20%) said Sometimes, and the rest 5(33%) of them said I don't know. From this, it is understandable that more than the half of entire employees that responded for the stated question by saying "No" and "I don't know" can be considered as they have never attended such kind of program at least within this company or even somewhere else outside this company. Hence, the student researcher conclude that, there is considerable gap on facilitating and providing this program to employees and due to this company's failure, employees might lose the advantages this program on conducting efficient sales activities and consequently the company will be negatively affected as well.

Table 5: Effects of Sales Professionally in the Mines of the Society

| Item | Questions | Respondents (Customers) | |
|------|--|----------------------------|------------|
| | | No | %age |
| 1 | Do you believe that personal selling should be done by professionals? | | |
| | A. Yes | 102 | 68 |
| | B. No | 39 | 26 |
| | C. I don't know | 9 | 6 |
| | Total | 150 | 100 |
| 2 | What do you think about companies' acts of using personal selling to sell their products, from customers' benefit point of view? | | |
| | A. Very good | 43 | 28 |
| | B. Good | 52 | 34 |
| | C. Average | 38 | 25 |
| | D. Bad | 11 | 7 |
| | E. Very bad | 6 | 4 |
| | Total | 150 | 100 |
| 3 | How do you measure the professionalism of Zhongshun Cement Sales Personnel's? | | |
| | A. Very good | 27 | 18 |
| | B. Good | 39 | 26 |
| | C. Average | 47 | 31 |
| | D. Bad | 21 | 14 |
| | E. Very bad | 16 | 10 |
| | Total | 150 | 100 |

Based on the above table 5, (item 1) customers responded whether they believe that personal selling should be done by professional, 102(68%) of the customers said Yes, 39(26%) said No and the remaining 9(6%) of them said I don't know. Therefore, the student researcher can say

that most of the customers among the entire customer population believed that personal selling should be done by professionals.

Item 2 of the same table reveals customers response for this question “what do you think about companies acts of using personal selling to sell their products from customers’ benefit point of view”, 43(28%) of them said Very good, 52(34%) said Good, 38(25%) said Average and the remaining 11(7%) and 6(4%) of them said Bad and Very bad respectively. From this we can understand that most of the customers are in favor of company’s acts of using personal selling to sell their products from customer’s benefit point of view.

With respect to item 3 table 5 in the previous page customers responded for the question, “measure the professionalism of Zhongshun cement sales personnel’s”, 27(18%) of them said Very good, 39(26%) said Good, 47(31%) said Average, and the remaining 21(14%) and 16(10%) of them said Bad and Very bad respectively. Form this we can understand that most of the customers thinks that Zhongshun’s sales personnel’s professionalism is not that much satisfactory. Hence, the student researcher concludes that the company has to take some improving measure on its employee’s professionalism to the extent of customer’s satisfaction.

Table 6: Measurement of Product Knowledge

| Item | Question | Respondents (Employees) | |
|------|--|----------------------------|------------|
| | | No | %age |
| 1 | How do you measure your knowledge about the cement products as per the requirements of your job? | | |
| | A. Very good | 2 | 13 |
| | B. Good | 3 | 20 |
| | C. Average | 5 | 33 |
| | D. Bad | 3 | 20 |
| | E. Very bad | 2 | 13 |
| | Total | 15 | 100 |

Based on the previous page table 6, employees responded for the question, “Measure your knowledge about the cement products as per the requirement of your job” 2(13%) of them said Very good 3(20%) said Good 5(33%) said average and the remaining 3(20%) and 2(13%) of them said Bad and Very bad respectively. From this we can understand that there is considerable difference on product knowledge among employees. As a result, the student researcher concluded that most of the employees have no sufficient knowledge about cement products and should improve their knowledge.

Table 7: Product Knowledge Standard and Quality

| Item | Questions | Respondents (customers) | |
|------|--|----------------------------|------------|
| | | No | %age |
| 1 | Do you think every sales person must have product knowledge that he/she intends to sell? | | |
| | A. Yes | 138 | 92 |
| | B. No | 9 | 6 |
| | C. I don't know | 3 | 2 |
| | Total | 150 | 100 |
| 2 | How do you measure Zhongshun Sales Personnel's knowledge about cement products? | | |
| | A. Very good | 17 | 11 |
| | B. Good | 89 | 26 |
| | C. Average | 63 | 42 |
| | D. Bad | 15 | 10 |
| | E. Very bad | 16 | 10 |
| | Total | | 100 |

Based on the above table 7 (item 1), customers responded for the question whether “every sales person must have product knowledge that he/she intends to sell”, 138(92%) of them said Yes, 9(6%) said No, and the rest 3(2%) of them said I don't know. From this we can understand that almost the entire customers population think that every sales person must have knowledge about

the product he/she intends to sell and as it is shown from the above data presented, only few customer respondents disagree with the majority of customer respondents on this regard and among these few the necessity of product knowledge on goods and services that every sales person intends to sell. Hence, the student researcher contended that product knowledge is a key factor to the success of every sales person's acts of attempting to win the heart of customers that he/she intends to sell for. Since majority of the customers are in favor of the sales person who possess product knowledge on the goods and services that he/she sell.

On the previous page of the same table (item2), customers responded for the question "Measure Zhongshun Sales Personnel's knowledge about cement products", 17(11%) of them said Very good, 39(26%) said Good, 63(42%) said Average and the remaining 15(10%) and 16(10%) of them said Bad and Very bad respectively. Based on these data, we can understand that most of customer respondents measure Zhongshun's Sales Personnel's product knowledge as an average and less. Therefore, the student researcher concluded that sales personnel's should improve their knowledge about the cement products.

Table 8: Measurement of Sales Personality

| Item | Question | Respondents (Employees) | |
|------|---|----------------------------|------------|
| | | No | %age |
| 1 | How do you measure your sales personality based on your experiences and feedbacks with and from prospects and customers respectively? | | |
| | A. Highly acceptable | 2 | 13 |
| | B. Acceptable | 7 | 46 |
| | C. Moderately acceptable | 4 | 26 |
| | D. Unacceptable | - | - |
| | E. I don't know | 2 | 13 |
| | Total | 15 | 100 |

According to the previous page table 8, employees responded for the question “Measure your sales personality based on your experience with prospects and customers”, out of the total 15 sample respondents 2(13%) of them said Highly acceptable, 7(46%) said Acceptable, 4(26%) said Moderately acceptable and the rest 2(13%) of them said I don’t know and no member of employees said unacceptable. From this we can understand that most of the employees think that they have acceptable sales personality even though there is visible difference on the degree of acceptability for their sales personality. And only two members of employee respondents don’t know about their sales personality based on their experience with prospects and customers. As a result the student researcher concluded that this company has large numbers of employees who possess acceptable sales personality on different level which can probably be considered as an important factor on positively influencing customers and prospects to have interest on these company products. And should keep this value even on many other activities of the company in order to assure its competitiveness in the market.

Table 9: Sales Personality Standard and Quality in the minds of the Society

| Item | Questions | Respondents customers | |
|------|---|-----------------------|------------|
| | | No | %age |
| 1 | Regardless of other factors which may affect your purchase decisions, doe’s sales personality affects your purchase decision? | | |
| | A. Yes | 97 | 64 |
| | B. No | 29 | 19 |
| | C. I don’t know | 24 | 16 |
| | Total | 150 | 100 |
| 2 | How do you measure the sales personality of Zhongshun cement Sales Personnel’s? | | |
| | A. Very good | 23 | 15 |
| | B. Good | 52 | 34 |
| | C. Average | 45 | 30 |
| | D. Bad | 11 | 7 |
| | E. Very bad | 19 | 12 |
| | Total | 150 | 100 |

Based on the previous page table 9 (Item1) customers responded for the question whether sales personality affects their purchase decision regardless of other factors which may affect their decision, 97(64%) of them said Yes, 29(19%) said No, and the remaining 24(16%) of customers said I don't know. From this we can understand that most of the customers are being affected by the personality of sales personnel's on their purchase decision. Hence, the student researcher concludes that sales personality has a prominent role on the purchase decision of customers.

On the same table 9 (Item2) customers responded for the question "measure the sales personality of ZhongshunCement Sales Personnel's", 23 (15%) of them said Very good, 52 (34%) said Good, 45 (30%) said Average and the remaining 11(7%) and 19 (12%) of them said Bad and Very bad respectively.

From this we can understand that half of the customer's respondents rated Zhongshunemployee's sales personality as very good and good. And considering the number of customers who measured the sales personality of Zhongshuncements sales personnel's as an average level and only few members of customer respondents measured the employee's sales personality as a bad level and some of customer respondents measured the employee's sales personality Very bad as well. Hence, the student researcher concluded that this company has significant number of sales personnel's who possessed acceptable sales personality in the minds of customers and that should be encouraged by the company through motivating its employees to keep their sales personalities that have been recognized by customers and prospects and even then should put maximum possible effort by attempting for further improvements on the entire employees' sales personality.

3.2. Result on Open Ended Questions in the Questionnaires Conducted with Customers and Employees

3.2.1. Modes of Prospects Identification within Personal Selling Practices

According to the information obtained from employees through asking them open ended question in a questionnaire that has been prepared to be filled by them, the company has been giving different assistance for its sales personnel's through enabling them identify prospects

from various sources which can make the efforts of the company's identification of prospects readily and effective.

Among many assistance that the company offer to its employees, some are, equipping employees with official letters that request co-operation from different governmental and non-governmental bodies which can give information's and addresses of different individuals and firms who probably considered as a prospects by its sales personnel's, availing financial and material facilities to employees on the prospecting part of their personal selling activities. Through using the assistances that they get from their company and adding their own effort, employees of this company identify prospects whom they intend to shift into customers by visiting different construction sites, making phone call to many individuals and companies who are stakeholders within the market. Also, in addition to all ways of prospecting that mentioned above employees attempts to use their own sources on their prospecting activities by themselves as well.

3.2.2. Customers suggestions and/or comments on Zhongshun sales personnel's performance based on their purchase experiences and the derived satisfaction as a result

Based on the suggestion and comments obtained from the customers, most of the customers among the total sample respondents have managed to make purchase for cement products due to different positive influences that have been made by the sales personnel's of this company. As most of these customers suggested that they are more or less satisfied by the services that they have got from the sales personnel's of this company but they have also comments on some points which made their satisfaction level less than what they have expected and been told by these sales personnel's on how it would be as a result of their purchase. Among some different complain that have given by customers, one which pointed out by most of the customers is that the company failed to deliver the product that they have purchased through its sales personnel's on time and as per the promises that these sales personnel's makes to them. Also, customer consider different factors for the company's frequent failures on this regard but most of the customers commented that sales personnel's' of this company should notify their customers about this and related problems in advance if they are aware of it because such kinds of problems may have a potential to make sales personnel's perceived less trust worthy than they actually are.

Chapter four

Data Summary, Conclusion, and Recommendation

4.1 Data Summary

Based on the data which showed the personal background of the respondents namely employees of the company and its customers, all 15(100%) and majority 127 (84%) of them are male members of the society respectively. And regarding their age range, among the total 15 employees respondents the largest number 6(40%) of them are between 25-35 years of age and among the total 150(100%) customer respondents most 58(38%) of them are between 35-45 years of age. And regarding the educational background of the respondents majority 7(46%) and 43(28%) of the employees and customers have possessed their diploma respectively.

On the data that showed the approaching quality of zhongshun's sales personnel's, the largest proportion 6(40%) of the total 15 employees sample respondents have measured their own approaching performance as an average level of quality. And contrarily, among the total 150 (100%) customer sample respondents most 61(40%) of them have rated the approaching quality of zhongshun's sales personnel's as a good level of quality.

According to the information obtained from the respondents regarding the professionalism of zhongshun's sales personnel's, majority 5(33%) of the employee respondents have responded for the questions "for how long you have worked as a sales person including your time within this company?" and "is there any training and development program to the sales force to upgrade the knowledge and skill in personal selling?" by saying "0-1 year" and "I don't know" respectively. And among the total customers respondents who have asked whether they believe that personal selling should be done by the professionals, most 102(68%) have said "yes". And from these same total respondents the largest proportion 47(31%) of them have rated the professionalism of zhongshun cement sales personnel's as an average level of standard.

As the data gathered about the product knowledge standard and quality of Zhongshun cement sales personnel's, the largest proportion 5(33.3%) of the employee respondents have

measured their knowledge about the cement products as an average level as per the standard and quality requirements of their job. And among the total 150(100%) of the customer sample respondents majority 138(92%) of them have agreed upon the question whether every sales person must have product knowledge that he or she intends to sell by saying yes and among those same respondents the largest proportion 63(42%) of them have measured zhongshun sales personnel's knowledge about cement products as an average level of standard.

Based on the data obtained from those mentioned respondents regarding their measurements on the sales personality of zhongshun cement sales personnel's and its effects on the purchase decisions of customers, majority 7(46%) of the employee respondents from the total 15(100%) respondents have measured their own personality as an "Acceptable" level of sales personality based on their experiences and feedbacks with and from the prospects and customers that they have been approaching. And among the total 150(100%) customers respondents most 97(64%) of them have said yes for the questions whether sales personality affects their purchase decision with regardless of other affecting factors on this issue. Also among those same total customers respondents, the largest proportion 52(34%) of them have measured zhongshun cement sales personnel's sales personality as a good level of standard and quality.

Though, the information obtained from employee respondents have showed somehow diverse statements of points that have mentioned and ways of giving responses on the open ended question within the questionnaire that questioned on the modes of prospects identification within the personal sealing practices of the company, but since these respondents have certain commonalities on the essence of their responses to this specific question, it can be summarized that the sales personnel's of zhongshun company have been identifying prospects through different sources like visiting various construction sites, making phone calls to different individuals and organizations that have been using their own personal sources like families, friends, and the like. Due to the needs of some supports of the company to enable its sales personnel's identify the prospect that they intends to shift them into being

their customers, therefore, the company has been offering various assistances to its employees on their practices of identifying prospects.

According to the customer respondents suggestions and comments on zhongshun sales personnel's performance based on their purchase experiences from this company the student researcher realized that many customer respondents have mentioned that even though they have been satisfied by the services they have got from these personnel's but still they have complains on the company's delivery services for the products that they have sold. And they have suggested that the sales personnel's should notify customers about how and when they deliver the products to them in advance while they approach prospective customers to convince them into decide on the purchase of their products otherwise this and other related problems might cause them loose their trust worthiness in the minds of their customers and that definitely resulted with adverse consequences against them and their company as well.

4.2 conclusions

Based on the summarized data above, the student researcher has attempted to draw some conclusion points which are considered to be the appropriate implication and justifications of all the data that have been gathered through the conclusions of this study on the salesmanship practice of zhongshun cement manufacturing plc.

Considering the facts on the data that showed the personal background of the respondents, the student researcher has reached to the conclusion that currently Zhongshun Company is using only male sales personnel's who are hired to run personal selling practices of the company. And among these male personnel's most of them are at their young age that ranges from 25-35 years of age and also majority of these employees have possessed diploma level of educational status. And regarding its customers, still the largest proportion of their population occupied by male members of the society who are at their late young and adult ages that ranges from 35-45 years of age. And similarly with the employee's educational background most of the customers also have their diploma. As a result, it can be said that there is significant dominance of males with in the cement and related business in the country

just like many other business activities which run in the country. And since these respondents are contented with the majority of young and adult members of the society who are considered as an active members of the society and somehow educated members with relative to the entire population of the country it is probably the right contents of members for the effective running's of cement and related businesses within the market.

From the data that showed the approaching quality of zhongshun's sales personnel's, the student researcher has concluded that the sales personnel's of this company have been maintaining more qualified approaching task toward their prospects and customers than they think they do. Moreover, since these employees are modest enough to measure their approaching quality as lesser than what their customers measured them on this regard, it might be readily and efficient for these employees and the company to further improvements on their approaching quality to maximum higher level possible.

Based on the stated data that reveled about the proffesionality of zhongshun's sales personnel's, the student researcher concluded that this company has failed to build component sales department that acquired enough number of professional sales personnel's with sufficient experiences on the sales job and even the company is not performing well on facilitating some necessary training and development program to improve the knowledge and skills of its employees and make them sufficient trained professionals for the sales work. Similarly, though majority of the customers have believed that personal selling should be done by the professionals, but when this comes to the practicability on the actual performance of this company most of the customers have perceived zhongshun's employees proffesionality as an average level of standard which confirms that the company has significant problems on this specific regard and needs to put an immense efforts on improving this performance of its employees additionally with other different salesmanship practices of the company in order to ,maintain its competitive in the market.

Considering the facts that the data obtained from respondents about the cement products knowledge of zhongshun's sales personnel's, the student researcher concluded that having sufficient knowledge regarding the cement products is necessary for every sales person to be

successful on handling effective personal selling practices. But despite that fact that product knowledge is one major factor among some of those highly crucial inputs on conducting successful personal selling task within salesmanship practices, this company's sales personnel's have an average level of product knowledge regarding the cement products which substantiate the weakness of the company towards on attempting to equipped its employees with sufficient product knowledge so as to enable them convince every prospects and customers that they have been approaching to sell their products and should take all improving measure possible to fill this gap that they have been dealing all these times.

From the data that showed the measurements on the sales personality of zhongshuncompany's sales personnel's, the student researcher concluded that sales personality of the personnel's is the dominant factor on the customers decisions of purchasing certain products and play key roles onthe effectiveness of each and every sales personnel's attempts of convincing prospects and customers. Also, regarding the sales personality of zhongshun's sales personnel's, they have an acceptable level of sales personality and by which they have comparative advantage on convincing different prospects to shift into being their customers and even this acceptable sales personality enabled them to influence their excited customers on effecting purchase and build long lasting relationship with them consequently.

According to the information obtained through open ended question on the questionnaire regarding the modes of identifying prospects within the personal selling practices of zhongshun's sales personnel's, the student researcher concluded that these employees have numerous ways of identifying prospects and the company have been helping them on their acts of prospects identification through availing different support and facilitate conductive work environment for these employees to bring success for the company and for themselves.zhongshun company have been identifying prospects through different individuals and organization that have been using their own personal sources like families, and the like.

Finally, based on the data that showed the suggestion and comments of customers respondents on the performance of zhongshun's sales personnel's, the student researcher realized and concluded that these employees have been performing well to give appropriate services to their customers even though there are some problems of the company on rendering sales services as per the extent of customers ultimate satisfaction. Among some of major problems of the company which made those customer respondent's give comments on the employees of this company considering their representation to their employees is due to the company's failure to avail sufficient delivery service for the cement products it has been selling to it the buyers as per the time limit and service quality standard requirements of its customers at whole. Moreover, since this company has been running its business through applying personal selling and employed those sales personnel's as a result, all sales personnel's have a responsibilities on notifying their customers about the whole terms and conditions of the company's entire after sell service to the customers but this complains of the majority customers respondents substantiate that these personnel's have problems of notifying customers about the terms and conditions of their after sell services when they approach prospects and customers in advance. Otherwise such kinds of comments from customer's side will lead them into losing their trust worthiness in the minds of the prospects and customers and will negatively affect the company's business activities as a result.

4.3 Recommendation

Under this section of the chapter the student researcher has attempted to finalize the study by stating some points as a recommendation to show some directions of solving the problems and gaps on the company's salesmanship activities based on the sales activities of the company as appropriately as possible. Therefore, the student researcher has stated certain recommendation points as follows

The company should encourage its employees to upgrade their educational level through facilitating different incentive mechanisms in a way that can bring certain advantages both for the employees and the company in general. Also the company has to allow and encourage the participation of female candidates within its sales departments through recruiting female applicants as a sale personnel's of the company. Finally the company should keep up the age

proportions of its employees because the current age range of most of its employees is sufficient enough to get energetic and fruitful services from these work forces.

Since, the current quality and standard of the company's sales personnel's approaching performance is qualified enough to satisfy most of the company's customers, the company and its employees should maintain their quality on this regard and have to put their maximum effort on attempting for the further improvements of their approaching parts of personal selling. Because approach influence the prospect to keep their door either open or close, during the first few minutes of the approach, the prospect decides whether he will purchase or not.

Considering the fact that these data on the professionalism of zhongshun employees have revealed the presence of certain problems and weakness regarding this specific issue within this company, then this company should reorganize its sales departments activities with maintaining the professionalism of its sales problems through recruiting and hiring professional candidates who have already possessed sufficient knowledge and skill exclusively and additionally with the putting of this criteria's on its recruiting and hiring practices for sales personnel's, also the company should exert its maximum efforts on attempting to improve the standard and quality of its employees professionalism continuously throughout the whole salesmanship practices of its business activities.

Despite the fact that there is an increasing demands for having sufficient knowledge on various aspects of product selling business in the country, but this company is not facilitating training and development programs to its sales personnel's in a way that can enable them possess sufficient product knowledge on the cement products, the company must take certain immediate measures to upgrade the product knowledge of its employees through allocating its different recourses on facilitating various training and developments programs for them. And also it should give up to date information's and orientation's whenever needed, so as to equipped its employees with appropriate product knowledge to the extent that makes them efficiently possess all product knowledge necessary and competent with in the market as a result.

Since, the data on the sales personality have showed that zhongshun's sales personnel's have possessed an acceptable levels of sales personality, the student researcher believed that both the company and the entire members within its sales department should keep on the maintaining and this further improving this qualified levels of sales personality and also should necessary apply such kinds of qualified work conduct on to the another entire sales activities of the company additionally.

Finally, considering the fact that the data have showed about the prospect identification mechanisms of the company and the comments on their performance of salesmanship activities, the student researcher has attempted to recommend that the company has to further increase on the amount and intensity of all supports for its employees on their acts of prospects identification practices in a way that bring many alternative ways of identifying their prospects and boost the effectiveness of this specific practice of the company and its sales personnel's as a result. Also they should arrange an improved mechanism of delivering practice for those cement products that they are selling to all of their customers in order to satisfy them and keep their competitiveness within the market.

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Appendices

ST. MARY'S UNIVERSITY COLLEGE

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire to be filled by the Sales Forces

This questionnaire is developed by final year marketing management degree program student of St. Mary's University College for partial fulfillment of senior paper entitled "An assessment of salesmanship practice reference to Zhongshun cement manufacturing trading P.L.C".

Dear respondent

I am very thankful for your cooperation and genuine answer for the questions, here under, for the reason that the final result of research would benefit both the company and its customer by indicating where the gap lies and to provide a better customer service.

Your kind, willingness and accurate feedbacks in answering the question will be helpful for the researcher to accomplish the research.

General Direction

No need to write your name.

Please put " V " mark on the box's that most explain your answer.

Please write short and precisely answer or additional opinions, if only in the space provided.

Thank you in advance for your cooperation.

PART ONE

PERSONAL INFORMATION

1. Gender A. Male (O

B. Female O

2. Age A. 18-25 O. 35-45 E. Above 55

B. 25-35 D. 45-55 O

3. Educational level

A. Primary level complete O B. High school complete O C. 10+2 complete O

D. 10+3 complete O E. BA\BSC complete (O F. Above 55 O

Part two Management Questions (Only for Sales Personnel's)

4. How do you measure the quality of your selling service according to the feedbacks from customers and prospect?

A. very Good O B. Good O C. Average O

D. Bad O E. Very bad O

5. Have you ever received any suggestions or comments from customers and/or prospects regarding your approach on selling process?

A. Yes CD B. No O C. sometimes O D. I don't know O

6. How do you identify your prospects that you need to sell?

7. For how long you have worked as a sales person including your time within this company?

A. 0-1 year B. 1-2 year O

- C. 2-3 year (O D. 3-5 years (O
- E. More than 5 year^D

8. Is there any training and development program to the sales force to upgrade the knowledge and skill in personal selling?

A. Yes(O) B. No CDc. Sometimes CD D. I don't know CD

9. If your answer for the above questions is yes, please write details of your experience?

10. How do you measure your knowledge about the cement product as per the requirement of your job?

- A. Very Good O C. AverageO E. Very badO
- B. GoodO D. BadO

11. How do you measure your personality based on your experience with prospects and customers?

- A. Highly AcceptableO B. AcceptableO
- C. Moderate O) D. I don't knowO)

ST. MARY'S UNIVERSITY COLLEGE

FACULTY OF BUSINESS

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire to be filled by the Customers.

This questionnaire is developed by final year marketing management degree program student of St. Mary's University College for partial fulfillment of senior paper entitled "An assessment of salesmanship practice reference to Zhongshun cement manufacturing trading P.L.C".

Dear respondent

I am very thankful for your cooperation and genuine answer for the questions, here under, for the reason that the final result of research would benefit both the company and its customer by indicating where the gap lies and to provide a better customer service.

Your kind, willingness and accurate feedbacks in answering the question will be helpful for the researcher to accomplish the research.

General Direction

No need to write your name

Please put "V " mark on the box's that most explain your answer

Please write short and precisely answer or additional opinions, if only in the space provided

Thank you in advance for your cooperation.

PART ONE

PERSONAL INFORMATION

3. Sex Male ☐ Female ☐

4. Age A. 18-25 O C. 35-45 O E. Above 55 O

B. 25-35 O D. 45-55 O

5. Educational level

B. Primary level O B. High School Complete O C. 10+20

D. 10+3 O E. BA/BSC O F. Above BA/BSC O

6. Occupation

A. Government employee O B. Private O C. Employed O

D. Other, please specify.....

Part II

5. Do you believe that personal selling should be done by professionals?

A. Yes O B. No O C. I don't know O

6. What do you think about companies' acts of using personal selling to sell their products, from customers benefit point of view?

A. Very good O B. Good O C. Average O

D. Bad O E. Very Bad O

7. Do you know Zhongshun Cement Product which offered to the market through applying personal selling?

A. Yes O B. No O

8. If your answer for the above question is "yes", how do you measure the professionalism of Zhongshun Cement Sales personnel's?

A. Very good O B. Good O C. Average O

D. Bad O E. Very Bad O

9. Have you ever been approached by any Cement Manufacturing Company's sales personnel's other than Zhongshun Cement Manufacturing Company?

A. Yes O B. No O C. I don't remember O

10. Have you ever been approached by Zhangshun Cement Sales personnel?
 A. Yes ☐ B. No ☐ DC. I don't remember ☐
11. If your answer for question No. 10 and 9 are "yes", how do you measure Zhongshun's sales personnel's approaching performance comparing with others company's sales personnel's?
 A. Very good ☐ B. Good ☐ C. Average ☐ D
 D. Bad ☐ E. Very Bad ☐
12. Do you think every sales person must have product knowledge that he/she intends to sell?
 A. Yes ☐ B. No ☐ C. I don't know ☐
13. If your answer for the above question is "yes", how do you measure Zhongshun sales personnel's knowledge about Cement products?
 A. Very good ☐ B. Good ☐ C. Average ☐ O
 D. Bad ☐ E. Very Bad ☐
14. Regardless of other factors which may affect your purchase decisions, does sales personality affect your purchase decision?
 A. Yes ☐ B. No ☐ OC. I don't know ☐
15. Based on your answer for the above question, how do you measure the sales personality of Zhongshun Cement Sales personnel's?
 A. Very good ☐ B. Good ☐ C. Average ☐ O
 D. Bad ☐ E. Very Bad ☐
16. Have you ever purchased Zhongshun's Cement product through its sales personnel?
 A. Yes ☐ B. No ☐
17. If your answer for the above question is "yes", how do you measure the satisfaction you have derived?
 A. Very satisfied ☐ B. Satisfied ☐
 C. Moderate Satisfied ☐ D. Dissatisfied ☐
18. Based on your answer for the above question please try to mention your reason especially if it has something related with sales personnel's?

19. Please write one suggestion or comment on how sales persons should perform in general and especially, how Zhongshun Cement sales personals should perform to win the heat of customers and/or prospects?